



LEADERSHIP TEAM

PLAYMAKER.FANS



JORDAN GNAT
CHIEF EXECUTIVE OFFICER

Jordan is a Senior Business Executive with over 25 years of leadership experience and over 18 years in the global gaming and media industries. Most recently, Jordan was the Chief Commercial Officer of FOX Bet and Group Senior Vice President of The Stars Group, the parent company of PokerStars, PokerStars Casino, FOX Bet, Sky Betting & Gaming and Oddschecker Global Media.



MICHAEL COOKE
CHIEF FINANCIAL OFFICER

Michael brings over a decade of leadership experience leading the finance teams at multiple successful start-ups. Michael is the former Chief Financial Officer of Ritual, a social ordering app that taps networks of co-workers and colleagues for fast and easy pick up and pay at a wide variety of local restaurants and coffee shops. Mr. Cooke obtained his CPA, CA designation with KPMG LLP.



JAKE CASSADAY
CHIEF OPERATING OFFICER

Jake was most recently a Partner at Relay Ventures, a prominent North American venture capital fund, where he was focused on leading investments in early-stage SportsTech and PropTech companies. During his six-year tenure at Relay, Cassaday served on the board of directors of several high-growth companies. Prior to joining Relay, Jake led the product organization for technology brands at Spin Master as a Global Brand Manager.



FEDERICO GRINBERG
EXECUTIVE VICE PRESIDENT

Federico began his career in Buenos Aires, Argentina as an internet entrepreneur, and has been working with sports fans sites and communities since 1998. Ten years later, in 2008, he co-founded Futbol Sites (FSN) and led the opening of new markets for FSN, such as Brazil, Chile, Colombia, Mexico and the United States. Since 2014 he has overseen the global strategy of the company from their offices in Miami, Florida.